

# Soft Pulls

BENEFITS OF PREQUALIFYING CUSTOMERS IN YOUR FASTLANE PLATFORM

Soft pulls provide a quick and inexpensive way to prequalify a consumer for a vehicle without placing a hard inquiry on their credit file. They do not require an SSN or DOB, and they provide dealers with a FICO® Score and full credit file so accurate quotes can be made earlier in the sales cycle.

fusionZONE dealers receive immediate benefits by adding soft pulls into their process.

- **Accuracy in the monthly payment quotes** provided to the consumer by your digital retailing platform sets the proper expectations which is critical to completing the sale and removing friction in the finance office.
- **The FICO® score and FULL CREDIT FILE** you receive from FastLane's digital retailing platform is aligned exactly with your Finance Office's preferred Bureau and ScoreCard.
- **There is no impact on a consumer's credit score** when utilizing a soft pull, as no hard inquiry is placed on the file.
- Consumers that are prequalified early in the sales process are **proven to generate a higher lead conversion rate** than those that were not.

## QuickQualify Bundled Pricing

Bundle Package	Bundle Cost	Experian / TransUnion / Equifax	
		Transactions in Bundle	Cost/Transaction Over
Package 1	<b>\$49.00</b>	20	\$2.55
Package 2	<b>\$99.00</b>	42	\$2.46
Package 3	<b>\$149.00</b>	65	\$2.39

**fusionZONE**

Start benefiting from running soft pulls in the FastLane platform, contact us today!

ASK ABOUT OUR  
**FREE**  
30-DAY TRIAL



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